EXHIBIT 14

1   A   Yes, generally.

2   Q   Do I have that wrong?

3   A   It's not always the case. It wasn't

4   necessarily always the case that they would be sent out,

5   but that would be our habit.

6   Q   That was your habit during that time?

7   A   Yes.

8   Q   Why did LBRY have that -- or why did you have

9   that habit at the time?

10   A   To promote posts on social media?

11   Q   Yes.

12   A   To get a bigger audience.

13   Q   So it was a function of reaching more people?

14   A   Yes.

15   Q   Did you have an understanding at the time of

16   who the followers on LBRY's social media sites were?

17   A   Loosely.

18   Q   What was your loose understanding?

19   A   It was people who were enthusiasts for this

20   kind of technology and cryptocurrency.

21   Q   Was there a particular target audience that

22   LBRY was attempting to reach in its marketing campaign?

23   A   Initially, we wanted to reach people with some

24   technical know-how, because if you're going to be alpha

25   testing, beta testing, it's helpful to have people be

1   able to give feedback more than "It doesn't work."

2   But in general, this was very early in the

3   start-up -- as a start-up, so we were happy to have

4   anyone who was interested in helping us.

5   Q   I think you answered your last question by

6   saying "initially." Did it change over time who the

7   target audience was?

8   A   Yes. Over time, we would have gone from a

9   more -- looking for more technical people. We needed

10   people to do developing early on. And then as it became

11   more developed, it was going more and more to the

12   general public to just have people use it. And there

13   was also -- initially, we didn't need content creators,

14   because the thing wasn't built. Once it was at a point

15   where people could publish content, then there was a

16   pivot to, Okay, let's reach out to creators.

17   Q   So over time, LBRY's marketing campaign

18   expanded to include more of the general population who

19   LBRY viewed to be potential users or creators for the

20   platform?

21   A   Yes.

22   Q   And why was that? Why did LBRY expand its

23   reach in that way or attempt to expand its reach?

24   A   It was just a normal course for the company.

25   Q   Was the goal to reach more people who would

193

1   interact and use the platform?

2   A   Yes.

3   Q   Do you recall whether during your time at

4   LBRY, efforts were made to reach an audience that you or

5   LBRY understood to be speculative cryptocurrency

6   investors versus potential users of the platform?

7   A   Now that I look back at some of these blog

8   posts, I think we did the opposite. Any comment that

9   was made about speculation was to try to tamp down or

10   distance from that being the goal of the project.

11   Q   Why was that?

12   A   It wasn't the goal of the project.

13   Q   I won't ask you again what the goal was, since

14   I think we've asked you multiple times.

15   MS. MARTABANO: I appreciate it.

16   Q   Are you familiar with the term "initial coin

17   offering" or "ICO"?

18   A   Yes.

19   Q   What is your understanding of that term?

20   A   An ICO I understand to be when a company

21   offers coins -- a new token as a means for people to

22   invest in the company.

23   Q   How did you gain that understanding?

24   A   I've just been involved with the industry.

25   Q   Do you have an understanding of whether LBRY